

G. Pulla Reddy College of Pharmacy
Mehdipatnam, Hyderabad

Date: 30.03.2019

WORKSHOP ON PHARAMCOECONOMICS

G. Pulla Reddy College of Pharmacy, Mehdiapatnam, Hyderabad, Telangana State, India organized the “**WORKSHOP ON PHARAMCOECONOMICS**” on **30th March 2019**. The objective of the workshop was to provide a platform for academicians, doctors, industry representatives, health care professionals and researchers to create awareness about Health Economics and Hands on Training on Pharmacoeconomic Methods.

Dr. Uday Venkat Mateti, Asst. Professor welcomed the gathering and emphasized the importance of organising the Pharmacoeconomics workshop. **Mr. Kapil Gudala**, Senior Health Economist, Economic Modelling Team, Patient Access Services, **Novartis, Hyderabad** conducted the hands on training on Cost of Illness, Cost Minimization, Cost Benefit Analysis, Cost Effective Analysis, Cost Utility Analysis and Willingness to Pay Analysis.

A total of 43 delegates (students and faculty members) from 7 different institutions (Deccan School of Pharmacy, MESCO College of Pharmacy, RBVRR Women's College of Pharmacy, MNR College of Pharmacy, Sarojini Ramulamma College of Pharmacy and Sri Venkateswara College of Pharmacy and G. Pulla Reddy College of Pharmacy) participated in this workshop.

Mrs. Gouhar Sultana, Mrs. K. Archana Reddy and Ms. K. Niyati, Asst. Professors, GPRCP coordinated this workshop.